

PROMISING PRACTICE

EMPLOYMENT STRATEGIES

Central Community College –
Health Education Laddering Program (Project HELP)

 GRAND ISLAND, NE



A longstanding commitment to building strong employer relationships drives better training and more hiring opportunity.

Career coaches work directly with employers to pair hiring needs and standards with participant training and support services, improving the outcome for all involved.

The healthcare industry in Nebraska offers well-paid positions for skilled applicants. Many people are not qualified for these stable occupations, however, because they face significant barriers to job training. The Central Community College (CCC) [Health Education Laddering Program \(Project HELP\)](#) in Grand Island, NE, works to break down those barriers with the help of the Health Profession Opportunity Grants (HPOG) program.

CCC's Project HELP is increasing access to training, education, and related supportive services among low-income individuals, including recipients of Temporary Assistance for Needy Families (TANF). Building on its initial HPOG 1.0 work, Project HELP now serves nearly every Nebraska county through CCC, Southeast Community College, Northeast Community College, and Mid-Plains Community College.

Since its beginning, Project HELP committed to building and nurturing strong relationships with employer partners. This has been sustained by Project HELP career coaches who work directly with participants and employers, helping to seed career growth.

The relationships improve staff understanding of employer hiring needs and guide strategic participant training.

As with any good relationship, it's a two-way street. Employers are encouraged to participate in work readiness services that deepen the educational experience. These include job fairs, mock job interviews, class presentations, and facility tours. These interactions enrich student understanding of real-world job requirements and exposes them to potential workplaces. At the same time, employers gain a valuable opportunity to promote their facilities and recruit employees they know to be well prepared. Each month, Project HELP shares new job openings with participants and community partners to increase placements.

This HPOG program is a win-win for participants and employers. It opens doors to stable healthcare careers while producing well trained applicants who are ready to fill critical job openings.

Since 2010, more than 2500 people have invested in their futures through Project HELP educational assistance.

This Promising Practice was self-identified by the grantee and information contained in this document was provided by the grantee.